



## Preventing accidental injury.

Safe Kids Kansas, Inc. is a nonprofit Coalition of 67 statewide and regional organizations and businesses, 16 local Coalitions, and 22 local Chapters. The mission of Safe Kids Kansas is to protect Kansas children ages 0-14 from accidental injury. Safe Kids Kansas is a member of Safe Kids Worldwide and is a federally recognized tax-exempt organization.

Accidental injury is the number one cause of death among children ages 0-14 in Kansas. Each year one out of four children needs medical attention for an accidental injury. We know our efforts are needed because as many as 90 percent of accidental injuries can be prevented. While there is no simple way, no one device or solution, to effectively prevent all types of accidental childhood injuries, Safe Kids combines several factors to create programs that reduce injuries to our children:

- Educating adults and children
- Creating safe environments, including provision and correct use of safety devices
- Advocating for effective public policy

The accidental injury death rate for Kansas children age 0-14 in the 10 years following the founding of Safe Kids Kansas has decreased 24 percent when compared to the previous 10 years. Keeping children safe is an investment – in their lives and in the future of Kansas. With education, resources and better laws to protect our children, we are making a difference.

The primary programs of Safe Kids Kansas are:

### **Buckle Up**

The Buckle Up program is designed to increase the number of children properly protected by a child safety seat, booster seat or seat belt. Since the program began, 23,497 child safety seats, booster seats, and special needs child seats have been distributed by the Coalition to low-income families. In the last seven years, 47,246 seats have been checked by nationally certified child passenger safety technicians at 1,915 community check up events. Safe Kids also sponsors, in partnership with State Farm Companies and the Kansas Department of Transportation, the Bucks for Buckles Program that rewards drivers and passengers in 38 Kansas communities who are “caught” properly restrained. Safe Kids Kansas began participating in a new national initiative, “Spot the Tot” in 2007, which provides education and demonstrations to parents and children regarding safety in and around cars, including the dangers of back over injuries and children left alone in vehicles.

### **Cycle Smart**

The Cycle Smart program is designed to increase the number of children who are protected by helmets when engaging in wheel sports by making free and reduced-price helmets and an educational program available to Kansas children. Since the program’s inception, more than 106,000 helmets have been distributed. Ready to Roll bike rodeo kits are made available for local community events. Safe Kids Kansas also partners with the Kansas State Department of Education to sponsor Body Walk for K-5th grade students, which is presented at 108 schools throughout the state each year, interacting with 25,000 students. During the Body Walk, students learn about the brain and how important a helmet is in protecting the brain from injury. Each participating school receives bike helmets to award as incentive prizes to students.

## **Get Alarmed®**

The Get Alarmed® program is designed to increase the number of Kansas homes with young children that are equipped with working smoke alarms and carbon monoxide detectors. Participating communities distribute and install alarms and replacement batteries in low-income homes. Over 19,000 alarms/detectors have been distributed since implementation of the program.

## **Walk This Way**

One of the major events in this pedestrian safety program is Walk to School Day, an annual statewide safe pedestrian event held in October targeting K-third grade children. Community Action Kits and student incentives are made available to communities and schools wishing to participate in the event. Since the program began, over 122,000 children ages 5-9 have participated. Local affiliates also conduct pedestrian safety programs throughout the year, with special emphasis on Halloween – the deadliest night of the year for child pedestrians.

## **Kansas Kids Fitness & Safety Day**

Safe Kids Kansas, the Governor's Council on Fitness and the Kansas Department of Health Environment sponsors Kansas Kids Fitness and Safety Day, held during the first week of May. The event includes activities to promote physical activity and prevent accidental injury. The event celebrates National Safe Kids Week and reaches over 17,000 third grade students at 41 host sites across the state.

## **Public Information/ Education**

The Safe Kids public information campaign targets specific times of the year with the distribution of over 45 news releases to over 300 statewide media outlets and an average of 90 radio and television interviews each year. The Safe Kids Web site, [www.kansassafekids.org](http://www.kansassafekids.org), received 280,308 hits in 2007, up almost 150% from 2006. A special booster seat web site ([www.kansasboosterseat.org](http://www.kansasboosterseat.org)) continues to effectively provide information to the public about the booster seat law passed in 2006; receiving 23,989 hits since its launch. Safe Kids also operates a bi-lingual interactive 9-1-1 simulator that allows children to actively learn how to properly react during an emergency situation. In the last five years, more than 10,500 children and adults completed the simulation and education program at 87 community events. A new partnership with the Kansas State Library was developed when the Kansas Reads to Preschoolers statewide event featured three safety theme books for 2007.

## **Public Policy/Advocacy**

Safe Kids Kansas advocates for public policy changes at the National, State, and Local levels and adopts a formal policy platform and policy priorities on an annual basis. Safe Kids maintains an active presence at the Kansas Statehouse and provides regular legislative updates on safety legislation to 540 safety advocates across the state. Some success stories: in 1998, the Kansas Legislature passed the smoke detector bill and in 2006, passed a booster seat bill. In 2004, the city of Lawrence passed the first bicycle helmet ordinance in the state.

## **Local Safe Kids Coalitions and Chapters**

Local coalitions and chapters are located in Allen, Anderson, Atchison, Clay, Coffey, Dickinson, Doniphan, Douglas, Elk, Ellis, Finney, Ford, Franklin, Geary, Jackson, Jefferson, Johnson, Labette, Leavenworth, Marion, Marshall, McPherson, Meade, Mitchell, Montgomery, Osage, Pottawatomie, Republic, Rice, Riley, Saline, Smith, Shawnee, Wilson and Woodson Counties, as well as the cities of Chanute, Emporia, Leavenworth, Pittsburg, the Wichita Area and the Metro Kansas City Area. Local Coalitions and Chapters cover 77 percent of Kansas children age 0-14.

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